

Section I:
AMENDMENT UNDER 37 CFR §1.121 to the
CLAIMS

Please amend the claims as shown:

1. (currently amended) A method for dynamically generating targeted electronic advertisements comprising the steps of:

providing a first data object repository containing a plurality of human model still image data objects, each of said human model still data objects being indexed to target audience demographic image characteristics including ethnic appearance, age appearance, gender appearance, and income level appearance;

providing a second data object repository containing a plurality of advertisement message still image data objects, said advertisement message still image data objects containing a plurality of differing advertisement messages and being devoid of human model images, said second data object repository being separate from said first data object repository indexed to target audience demographic interest characteristics;

responsive to a web page request from a user of a web browser;

determining an identification of the user;

using said user identification, determining ethnic background, age, gender, and income level characteristics of said user;

selecting a human model still image data object from said first data object repository matching said user's ethnic appearance, age appearance, gender appearance, and income level appearance characteristics ~~a demographic image characteristic of an instant user;~~

accessing advertisement effectiveness data for said user's ethnic background, age, gender, and income level;

selecting an advertisement message still image data object from said second data object repository according to said advertisement effectiveness data for said user's ethnic background, age, gender, and income level ~~matching a demographic interest characteristic of said instant user ; and~~

producing a new, previously non-existing composite electronic

advertisement still image data object by overlaying said selected human model
still image data object onto said selected advertisement message still image data
object ~~combining said selected data objects to render a single electronic~~
~~advertisement data object; [[and]]~~

transmitting said composite electronic advertisement still image data object to said web
browser; and

displaying said composite electronic advertisement still image data object to [[a]] to said
~~instant~~ user by said web browser.

Claims 2 - 29 (cancelled)